

See attached

NAB Form PB-18 Issues

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KGO-AM KSFJ-AM KNBR-AM	Date: 4/27/18
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I, Marketplace Communications

do hereby request station time concerning the following issue:

Dominic Caserta for Santa Clara County Supervisor District 4
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
30	rotation			varied	5

This broadcast time will be used by: _____

FINAL Dominic Caserta 4.27.18

From: KEVIN DAKS
Phone: (415) 995-6820
Email: KEVIN.DAKS@CUMULUS.COM
4/27/2018 5:06 PM



Flight Dates: 04/30/2018 - 06/03/2018
Demo: P 35+

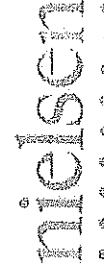
Radio Market: SAN FRANCISCO
Survey: MAR18 / FEB18 / JAN18 / DEC17 / NOV17 / OCT17
Geography: Metro

ScheduleDescription:
SCCPOA schedule

Daypart	Daypart Code	Spots	Length	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GRs
Radio Total		215		\$142.35	\$30,605.00	0.2%	\$885.33	46.0	100%	100%	19.6%	859,100	2.4	2,094,000
KGO-AM		85		\$118.29	\$10,055.00	0.2%	\$591.47	17.0	37%	33%	7.1%	312,800	2.5	771,000
Flight A - 5 wks (04/30, 05/07, 05/14, 05/21, 05/28)														
One Week Total		85		\$118.29	\$10,055.00	0.2%	\$591.47	17.0	37%	33%	7.1%	312,800	2.5	771,000
M-F 5A-6A		17		\$118.29	\$2,011.00	0.2%	\$591.47	3.4	7%	7%	2.3%	102,200	1.5	154,200
M-F 7P-12M	EVE	1 30		\$31.00	\$31.00	0.2%	\$155.00	0.2	6%	2%	0.2%	9,800	1.0	9,800
M-F 6A-7P	PROT	4 30		\$50.00	\$200.00	0.1%	\$500.00	0.4	12%	10%	0.3%	12,300	1.2	14,400
Sa-Su 6A-7P		8 30		\$200.00	\$1,600.00	0.3%	\$666.67	2.4	71%	80%	1.8%	78,300	1.4	108,800
		4 30		\$45.00	\$180.00	0.1%	\$450.00	0.4	12%	9%	0.4%	18,400	1.2	21,200
KSFO-AM		85		\$96.18	\$8,175.00	0.2%	\$430.26	19.0	41%	27%	5.8%	254,000	3.4	858,500
Flight A - 5 wks (04/30, 05/07, 05/14, 05/21, 05/28)														
One Week Total		85		\$96.18	\$8,175.00	0.2%	\$430.26	19.0	41%	27%	5.8%	254,000	3.4	858,500
M-F 7P-12M	EVE	17		\$96.18	\$1,635.00	0.2%	\$430.26	3.8	8%	5%	2.2%	96,900	1.8	171,300
M-F 6A-7P	PROT	5 30		\$35.00	\$175.00	0.1%	\$350.00	0.5	13%	11%	0.3%	14,900	1.2	18,500
Sa-Su 6A-7P		7 30		\$180.00	\$1,260.00	0.4%	\$450.00	2.8	74%	77%	1.9%	81,900	1.6	128,800
		5 30		\$40.00	\$200.00	0.1%	\$400.00	0.5	13%	12%	0.4%	19,100	1.3	24,000
KNBR-AM		45		\$275.00	\$12,375.00	0.2%	\$1,237.50	10.0	22%	40%	6.6%	288,300	1.6	468,500
Flight A - 5 wks (04/30, 05/07, 05/14, 05/21, 05/28)														
One Week Total		45		\$275.00	\$12,375.00	0.2%	\$1,237.50	10.0	22%	40%	6.6%	288,300	1.6	468,500
M-F 7P-12M	EVE	9		\$275.00	\$2,475.00	0.2%	\$1,237.50	2.0	4%	8%	1.8%	77,100	1.2	93,300
M-F 6A-7P	PROT	2 30		\$100.00	\$200.00	0.1%	\$1,000.00	0.2	10%	8%	0.1%	6,400	1.0	6,600
Sa-Su 6A-7P		4 30		\$475.00	\$1,900.00	0.3%	\$1,583.33	1.2	60%	77%	1.2%	52,200	1.1	60,000
		3 30		\$125.00	\$375.00	0.2%	\$625.00	0.6	30%	15%	0.6%	24,700	1.1	26,700

The first demo listed is the Primary Demo.

This report was created in TAPSCAN using the following Radio Information: SAN FRANCISCO; MAR18 / FEB18 / JAN18 / DEC17 / NOV17 / OCT17; Metro; Multiple Dayparts Used; P 35+; See Detailed Sourcing Page for Complete Details.
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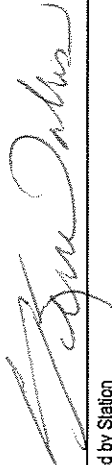
FINAL Dominic Caserta 4.27.18



From: KEVIN DAKIS
 Phone: (415) 955-6820
 Email: KEVIN.DAKIS@CUMULUS.COM
 4/27/2018 5:08 PM

Schedule Grand Totals: 5 Weeks

Stations	Spots	Unit Rate	Total Cost	Average Rating	CPP	GRPs	% of GRPs	% of Total Cost	% Reach	Net Reach	Frequency	GIs	CPM
Radio Total	215	\$142.35	\$30,605.00	0.2%	\$665.33	46.0	100%	100%	19.6%	859,100	2.4	2,094,000	\$14.58
KGO-AM	85	\$118.29	\$10,055.00	0.2%	\$591.47	17.0	37%	33%	7.1%	312,800	2.5	771,000	\$13.00
KSFO-AM	85	\$96.18	\$8,175.00	0.2%	\$430.26	19.0	41%	27%	5.8%	254,000	3.4	858,500	\$9.52
KQBR-AM	45	\$275.00	\$12,375.00	0.2%	\$1,237.50	10.0	22%	40%	6.6%	288,300	1.6	466,500	\$26.44


 Accepted by Station

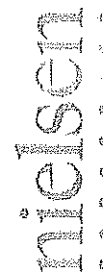
4/30/18
 Date


 Accepted by Client

4-27-18
 Date

This station does not discriminate in the sale of advertising time and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin or ancestry.

The first demo listed is the Primary Demo.
 This report was created in TAPSCAN using the following Radio information: SAN FRANCISCO; MAR18 / FEB18 / JAN18 / DEC17 / NOV17 / OCT17; Metro; Multiple Dayparts Used; P 35+; See Detailed Sourcing Page for Complete Details.
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**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
"COMMUNICATES A POLITICAL MATTER OF NATIONAL IMPORTANCE."
FOR ALL OTHER ISSUE ADS, PLEASE GO TO PAGE 3.**

Programming that "communicates a political matter of national importance" includes (1) references to legally qualified candidates (presidential, vice presidential or congressional); (2) any election to Federal office (e.g., any references to "our next senator", "our person in Washington" or "the President"); and (3) a national legislative issue of public importance (e.g., Affordable Care Act, revising the IRS tax code, federal gun control or any federal legislation).

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the offices being sought, the date(s) of the election(s) and/or the issue to which the communication refers (if applicable):

I represent that the payment for the above described broadcast time has been furnished by (name and address):

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 5)

TO BE COMPLETED FOR ALL ISSUE ADVERTISEMENTS

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

The Sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), the sponsor also agrees to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER (SPONSOR)

4/27/18 Mehul Cer 916 448-3444
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**
Kevin Dakis Kevin Dakis A.E.
Signature Printed Name Title

**THIS PAGE MUST BE COMPLETED FOR PROGRAMMING THAT
DOES NOT "COMMUNICATE A POLITICAL MATTER OF NATIONAL
IMPORTANCE"**

I represent that the payment for the above described broadcast time has been furnished by (name and address):

Santa Clara County Correctional Peace Officers' Association
PAC

and you are authorized to announce the time as paid for by such person or entity (hereinafter referred to as the "sponsor").

List the chief executive officers or members of the executive committee or the board of directors below (or attach separately):

Amy Le - President
Vice President - Brian Minnich
Treasurer - Todd Kendrick
Secretary - Dennis Emmitt

BCRA POLITICAL RECORD

This Political Record is required by the Bipartisan Campaign Reform Act of 2002 (BCRA) to be completed every time a request is made to purchase broadcast time that (1) is made by or on behalf of a legally qualified candidate for public office, or (2) communicates a message relating to any political matter of national importance, including a legally qualified candidate, any election to federal office, or a national legislative issue of public importance. The Political Record is not required for requests to purchase internet advertising. Once completed, the Political Record must be placed in the station's local public inspection file and must be retained for two years.

This Record is for ☐ a candidate request
☒ an election message request *
☐ an issue request *

The request was ☒ accepted #
☐ rejected

Candidate Named in Message:

Dominic Casar

Office Being Sought:

Santa Clara Co. Supervisor

Election or Issue Referred to:

Sponsor (or authorized candidate committee):

SCCCPOA (PAC)

Treasurer of authorized candidate committee:

Person Ordering Advertising:

Jesse Delgado

* An "election message request" is a request made by anyone to broadcast a message that refers either to a legally qualified candidate or to any election to federal office.

An "issue request" is a message related to a national legislative issue of public importance or a political matter of national importance.

If the request is accepted, attach the sales order showing the rate charged, the date(s) and time(s) the message is aired, and the class of time purchased. For an issue request, also attach the name, address, and phone number of a contact person, and a list of the chief executive officers or members of the executive committee or of the board of directors of the sponsor.


[Home](#)
[Change Station](#)
[Market Dashboard](#)
[SR/KAM Dashboards](#)
[Weekly Planner](#)
[Greensheets](#)
[Account List](#)
[Orders](#)
[Accounting](#)
[Administration](#)
[Sales Reports](#)
[Reports](#)
[Pacing](#)
[Minute Based Inventory](#)
[Sales Training](#)
[Logout](#)
[Help](#)

Welcome,
Lynnette Hollins
from
Cumulus Media Partners-SF

KSFO-AM SALES ORDER

Advertiser 285717	SANTA CLARA CO CORRECTIONAL PEACE OFFI	New	New
Agency 285716	MARKETPLACE COMMUNICATIONS x (POL AGEN	Start Date	05/02/18
Account Executive	Dakis, Kevin	End Date	06/05/18 <input type="button" value="End All"/>
Contract #		Month Type	Calendar
Estimate #		Billing Cycle	End of Flight
Description	Dominic Caserta	Agency Commission	0.000
Corporate Revenue	Political: Agency Candidate "Use" - 42100	CO-OP	No
Station Revenue	LOC POLITICAL AGENCY	Notarized	No
Corp. Comp. Type	Political	# of Invoice copies	1 <input type="button" value="Do Not Print"/>
Station Comp. Type	POLITICAL	Created / Revised	04/30/18 /
Make Goods	Ask Account Executive	Suppress Rates	<input type="checkbox"/>
CO-OP Product		Stratus #	99967
Separation	Contract 00 : 30 : 00 Acct 00 : 10 : 00	Sales Info	New Business No RFP? Yes
Corporate Campaign	<None Selected>	Station Campaign	<None Selected>
Cash in Advance Good Thru	05/06/18		
Special Instructions	4/30 - new order		

<input type="button" value="Save - Done"/>	<input type="button" value="Save - Continue"/>	<input type="button" value="Return to Orders"/>	<input type="button" value="Print"/>	<input type="button" value="Multi-Week Wizard"/>	<input type="button" value="Multi-Day Wizard"/>
<input type="button" value="Order Attachments"/>		(2) Attachments			
<input type="button" value="Spots"/>	<input type="button" value="Spot Copy"/>	<input type="button" value="Update"/>	<input type="button" value="Link to Ask"/>	<input type="checkbox"/> Clear Approvals and Save Changes to Scheduled Order?	

Sponsor/Avail <Normal Avail> Log Name Detail Line # 1131064 <input type="checkbox"/> Dup <input type="checkbox"/> Del <input type="checkbox"/> Rev <input type="checkbox"/> Plus Stream <input type="checkbox"/> Live Read <input type="checkbox"/> Endorsement Rev/No Charge Revenue	Len 30 Rate 35.00 Internal Rate Priority 6 C Comm % 5.000	Start Date 05/02/18 End Date 05/04/18 Start Time 7:00 PM EndTime 11:59 PM	Auto Wkly <input checked="" type="checkbox"/> # Wk 5 Mo <input type="checkbox"/> Tu <input type="checkbox"/> We <input checked="" type="checkbox"/> Th <input checked="" type="checkbox"/> Fr <input checked="" type="checkbox"/> Sa <input type="checkbox"/> Su <input type="checkbox"/> Total 175.00 5 Spots
<input type="button" value="Edit"/> <input type="button" value="Weeks"/> <input type="button" value="All Weeks"/>			
Sponsor/Avail <Normal Avail> Log Name Detail Line # 1131065 <input type="checkbox"/> Dup <input type="checkbox"/> Del <input type="checkbox"/> Rev <input type="checkbox"/> Plus Stream <input type="checkbox"/> Live Read <input type="checkbox"/> Endorsement Rev/No Charge Revenue	Len 30 Rate 180.00 Internal Rate Priority 5 B Comm % 5.000	Start Date 05/02/18 End Date 05/04/18 Start Time 6:00 AM EndTime 7:00 PM	Auto Wkly <input checked="" type="checkbox"/> # Wk 8 Mo <input type="checkbox"/> Tu <input type="checkbox"/> We <input checked="" type="checkbox"/> Th <input checked="" type="checkbox"/> Fr <input checked="" type="checkbox"/> Sa <input type="checkbox"/> Su <input type="checkbox"/> Total 1440.00 8 Spots
<input type="button" value="Edit"/> <input type="button" value="Weeks"/> <input type="button" value="All Weeks"/>			
Sponsor/Avail <Normal Avail> Log Name	Len 30 Rate	Start Date 05/05/18 Start Time	Auto Wkly <input type="checkbox"/> # Wk 5 Mo <input type="checkbox"/> Tu <input type="checkbox"/> We <input type="checkbox"/> Th <input type="checkbox"/> Fr <input type="checkbox"/> Sa <input checked="" type="checkbox"/> Su <input checked="" type="checkbox"/> Total 200.00

Log Name <input type="text"/>		40.00 Internal Rate	End Date 05/06/18	6:00 AM EndTime 7:00 PM	<input checked="" type="checkbox"/>												5 Spots
Detail Line # 1131066 <input type="checkbox"/> Dup <input type="checkbox"/> Del <input type="checkbox"/> Rev <input type="checkbox"/> Plus Stream <input type="checkbox"/> Live Read <input type="checkbox"/> Endorsement Rev/No Charge Revenue		6 C Priority Comm % 5.000															
Edit Weeks All Weeks																	
Sponsor/Avail <Normal Avail> Log Name <input type="text"/>		Len 30 Rate 35.00 Internal Rate	Start Date 05/07/18 End Date 06/01/18	Start Time 7:00 PM EndTime 11:59 PM	Auto Wkly <input checked="" type="checkbox"/>	# Wk 5	Mo X	Tu X	We X	Th X	Fr X	Sa 	Su 			Total 700.00 20 Spots	
Detail Line # 1131067 <input type="checkbox"/> Dup <input type="checkbox"/> Del <input type="checkbox"/> Rev <input type="checkbox"/> Plus Stream <input type="checkbox"/> Live Read <input type="checkbox"/> Endorsement Rev/No Charge Revenue		3 B Priority Comm % 5.000															
Edit Weeks All Weeks																	
Sponsor/Avail <Normal Avail> Log Name <input type="text"/>		Len 30 Rate 180.00 Internal Rate	Start Date 05/07/18 End Date 06/01/18	Start Time 6:00 AM EndTime 7:00 PM	Auto Wkly <input checked="" type="checkbox"/>	# Wk 5	Mo X	Tu X	We X	Th X	Fr X	Sa 	Su 			Total 3600.00 20 Spots	
Detail Line # 1131068 <input type="checkbox"/> Dup <input type="checkbox"/> Del <input type="checkbox"/> Rev <input type="checkbox"/> Plus Stream <input type="checkbox"/> Live Read <input type="checkbox"/> Endorsement Rev/No Charge Revenue		3 B Priority Comm % 5.000															
Edit Weeks All Weeks																	
Sponsor/Avail <Normal Avail> Log Name <input type="text"/>		Len 30 Rate 40.00 Internal Rate	Start Date 05/12/18 End Date 06/03/18	Start Time 6:00 AM EndTime 7:00 PM	Auto Wkly <input checked="" type="checkbox"/>	# Wk 5	Mo 	Tu 	We 	Th 	Fr 	Sa X	Su X			Total 800.00 20 Spots	
Detail Line # 1131069 <input type="checkbox"/> Dup <input type="checkbox"/> Del <input type="checkbox"/> Rev <input type="checkbox"/> Plus Stream <input type="checkbox"/> Live Read <input type="checkbox"/> Endorsement Rev/No Charge Revenue		6 C Priority Comm % 5.000															
Edit Weeks All Weeks																	
Sponsor/Avail <Normal Avail> Log Name <input type="text"/>		Len 30 Rate 180.00 Internal Rate	Start Date 06/04/18 End Date 06/05/18	Start Time 6:00 AM EndTime 7:00 PM	Auto Wkly <input checked="" type="checkbox"/>	# Wk 7	Mo X	Tu X	We 	Th 	Fr 	Sa 	Su 			Total 1260.00 7 Spots	
Detail Line # 1131074 <input type="checkbox"/> Dup <input type="checkbox"/> Del <input type="checkbox"/> Rev <input type="checkbox"/> Plus Stream <input type="checkbox"/> Live Read <input type="checkbox"/> Endorsement Rev/No Charge Revenue		3 B Priority Comm % 5.000															
Edit Weeks All Weeks																	

Add 1 ▼	Add Spot Line(s)	Add NTR Line(s)	Save - Done	Save - Continue	Return to Orders	Update
AE OK	4/30/2018 6:58:23 PM by Kevin Dakis			MM OK	5/1/2018 1:51:39 PM by Melissa Galliani	
BM OK	5/1/2018 12:54:26 PM by John Mercado			Scheduled	5/1/2018 2:19:20 PM by Leslie Forestant	

Approval History					
Date	AE OK	MM OK	BM OK	TM OK	
05/01/18	4/30/2018 6:58:23 PM by Kevin Dakis	5/1/2018 1:51:39 PM by Melissa Galliani	5/1/2018 12:54:26 PM by John Mercado	5/1/2018 2:19:20 PM by Leslie Forestant	
May 18 = 6915.00		Jun 18 = 1260.00	Jul 18 = 0.00	Aug 18 = 0.00	Sep 18 = 0.00
Nov 18 = 0.00		Dec 18 = 0.00	Jan 19 = 0.00	Feb 19 = 0.00	Mar 19 = 0.00
KSFO-AM Contract Totals		8175.00	Apr 19 = 0.00		
		85 Spots			
		Spot Revenue 8175.00			
		Non Spot Revenue 0			
		Sales Commission 408.75			

Option (141ms) Order (297ms) Header (343ms) List (359ms) Bind (390ms) Detail (453ms) Total (453ms)